

Great People. Great Films. Happy Clients.



Casual Films specialises in video content for business.

Over the past 14 years, we have helped Fortune 500 companies with:

- Recruiting
- Training
- Promoting products & services
- Branding
- Boosting sales

We are video consultants; expert filmmakers fluent in the language of corporate communications. With a vastly experienced internal team – and thousands of briefs under our belts – we turn business messaging into creative, effective and engaging video better than anyone else.

Our **Ariel** production approach delivers flexible client service. We match our processes to the unique requirements of our clients to deliver outstanding results and successful, enjoyable partnerships.

Why Casual?

Great People

We're a [large, experienced team](#), split between offices in London, New York, San Francisco and Los Angeles.

Not only does this make us flexible, but it ensures everyone at Casual can speak our clients' language.

Happy Clients

From identifying your needs need, to dissecting the messaging, getting internal buy in and getting the video delivered.

Your producer will guide you through the entire process.

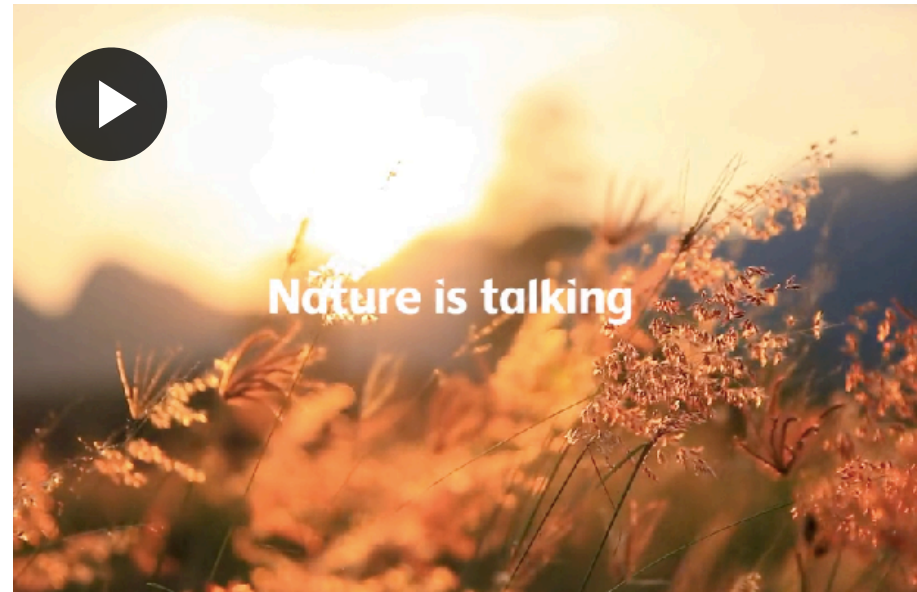
Everyone comes away smiling. But don't take our word for it. Check out our 5 star reviews on [Clutch](#).

Great Films

We have made over [8,000 films](#) in the corporate comms space, for some of the biggest names in business.

We excel at thinking of the most creative and engaging solutions to match your messaging, recognised by 80 industry [awards](#) and counting.

Increasing Brand Awareness



RB

Are You Listening?

Budget: ~£34k

RB made a bold statement on plastics and wanted to shout about it in a new film that would appeal to both internal and external audiences, encouraging them to do their bit.

We created this sound led, multi award-winning film that has proven itself to be a stand out piece in the FMCG space.

"Thanks all for a really good job – and also for your flexibility and patience in working with us on a mission 'almost impossible.'"

– RB



Mitie

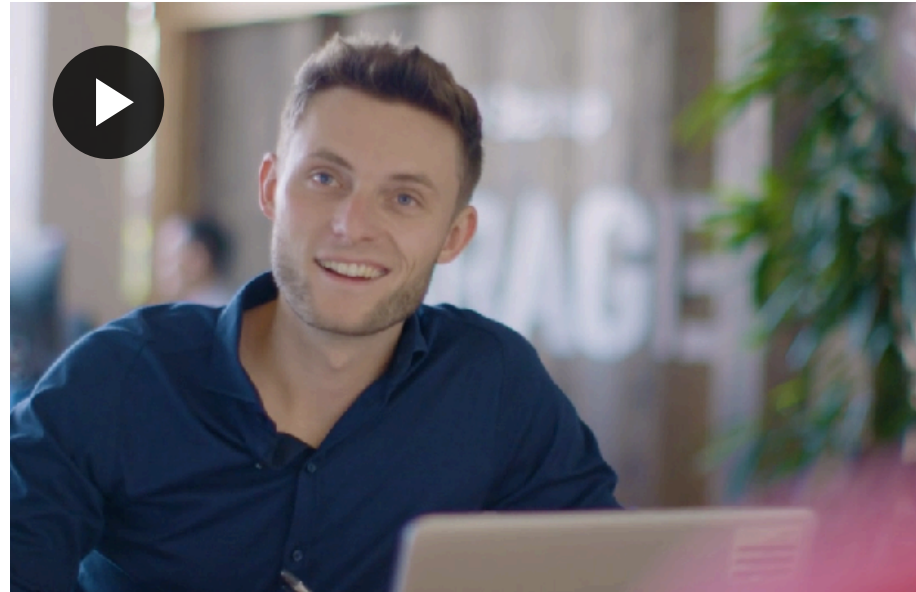
Connected Workspace

Budget: ~£50k

Mitie were launching their new Connected Workspace offering and needed a film to encapsulate their offering.

Using Mitie's people and filming in Mitie's HQ at the Shard, we created this award-winning frozen film that shows all the work going on behind the scenes of Mitie's Connected Workspace.

Learning and Development



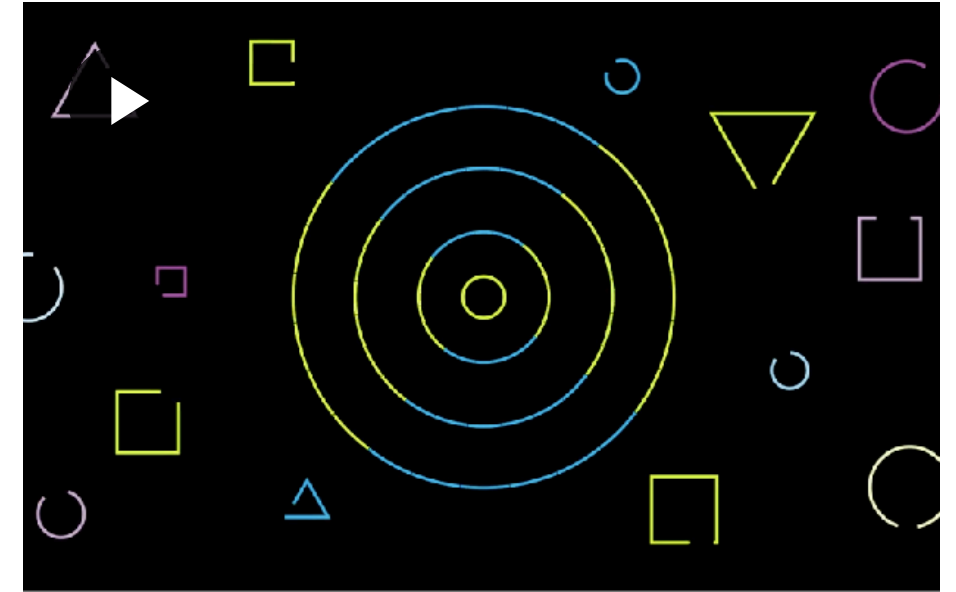
BMW

Student Social Fastlane

Budget: ~£6k

BMW wanted to promote their Social Fastlane programme internally by using people on the programme to talk about what it entailed.

We captured interviews with the different contributors along with cutaways of the environments in which applicants could expect to work, bringing the programme to life in a lighthearted and people-focussed



Avery Dennison

Define (password: casualfilms)

Budget: ~£16k

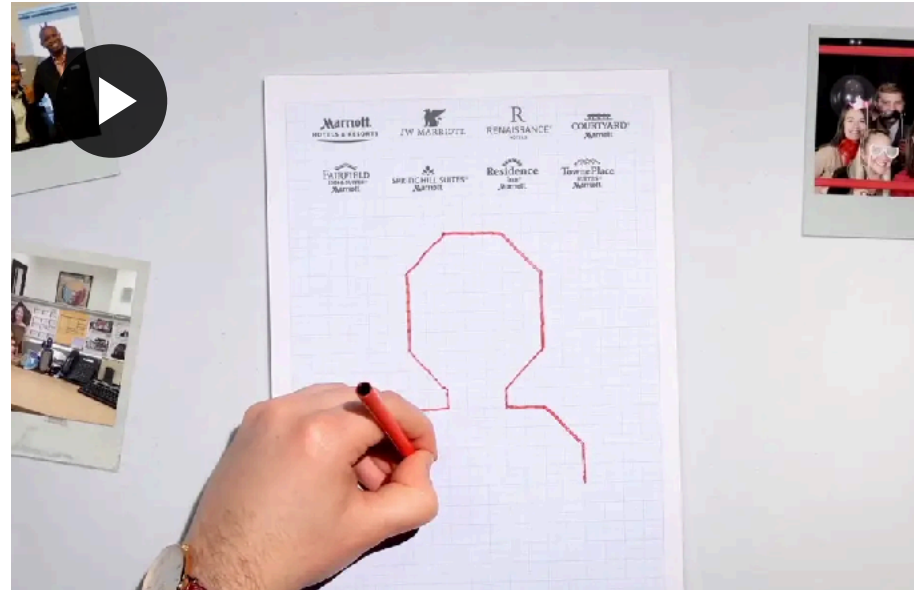
Avery Dennison wanted to create a film to encourage their employees to be innovative in every thing they do.

We came up with this unique and contemporary animation style that introduced their new colour palette and excited the audience about the support for their continual progress within the

"Casual Films have been amazing. They had a great feel for our brand and tone and developed some incredible concepts. They have a talented team and a project manager who handled everything."

– BMW Group

Attracting the Best Candidates



Marriott

Career Paths

Budget: ~£11k

Marriott is all about putting people first. A career is not one dimensional, it's ever evolving. This video highlights the different career pathways you'll find working at Marriott International hotels.

It uses a sleek and engaging, stop-motion table top technique, to showcase all the different elements that make an exciting career at Marriott.

"They're excellent with project management; they've also got very creative people."

– Accounting Firm



NowTeach

Hundreds of Careers

Budget: ~£10k

Now Teach wanted to feature the cohort of career-changers at the heart of the Now Teach network to apply to others looking for a change in career.

We created this studio based film, capturing cinematically lit interviews with the contributors and piecing them together to tell a compelling story.

Explaining Products and Services



Serenata Flowers

Advert

Budget: ~£14k for 3 Films

Serenata Flowers wanted to create a series of three films about celebrating the people you care about, through gifting them flowers.

We created these films by capturing cinematic shots of the beautiful blooms and combining them with treated stock footage that would create a cohesive brand look and feel throughout the series.

"Casual Films is committed to quality. They're a great partner to have."

– Luxury Retail Brand



Verve

Street Team

Budget: ~£12–15k

Verve are a relatively new venture in the world of entertainment and wanted to create a film that explained how they work to potential clients and show them why it was something they should want to be a part of.

This animation strikes the perfect balance between function and form.

Talking Heads



Avery Dennison

Research & Development

Budget: ~£10k

Avery Dennison wanted to bring to life what goes on behind the doors at their Research and Development centre, using interviews with some of their most senior employees.

To create a compelling film, we used a combination of footage shot on location at the R&D centre coupled with relevant yet more abstract stock footage and sound design to excite the viewer about the possibilities and discoveries happening within this department.



WSP

What if we can?

Budget: ~£13k

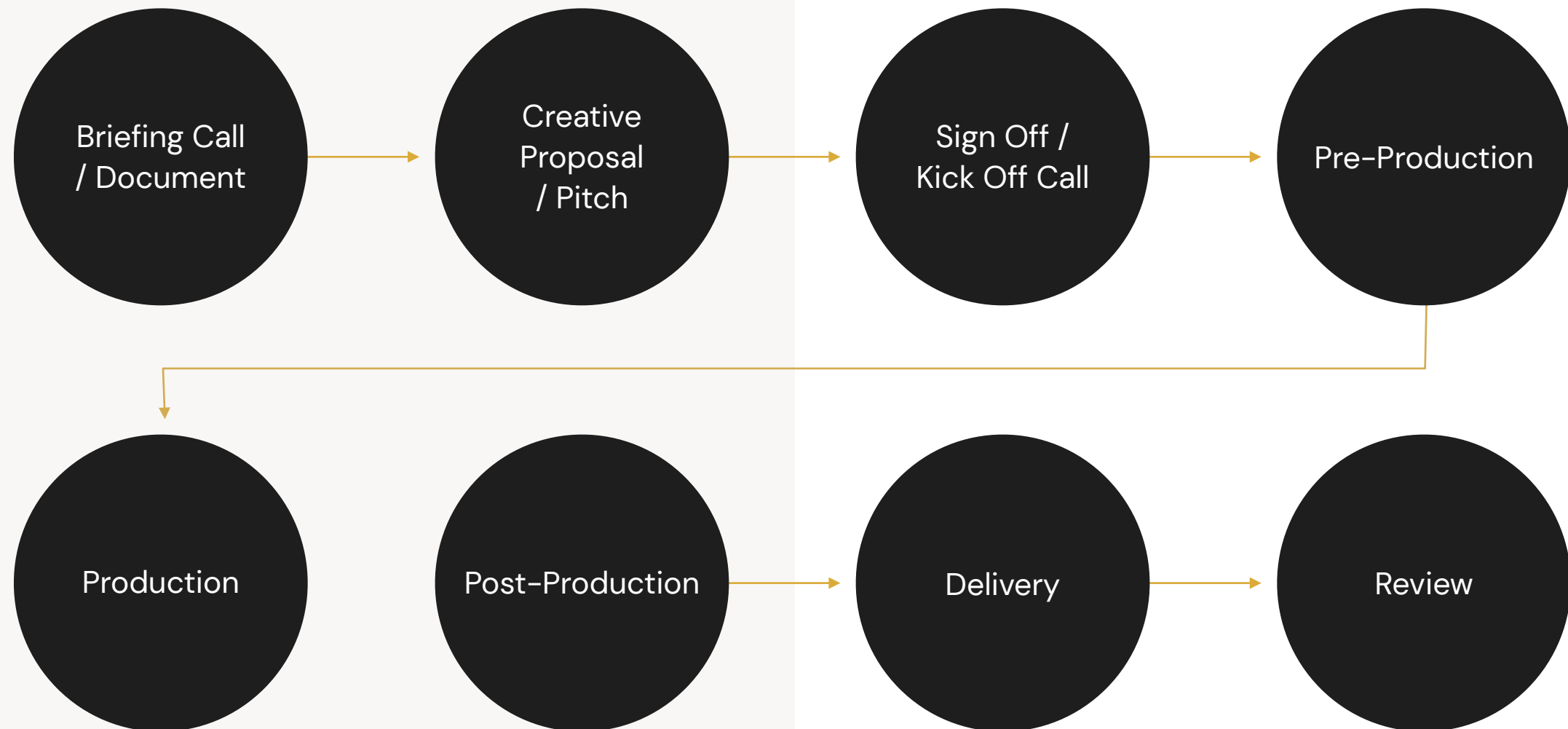
WSP came to us to create a series of talking head films in which the contributors would share their vision for the future.

As there was nothing yet to film, nor stock footage that could show this aspirational future, we came up with a plan to use animation to visually bring to life the contributors visions for the future.

“Casual Films has become part of our extended team... They’ve taken the time to understand exactly what we’re trying to achieve”

– Avery Dennison

Production Process



Team UK



Alice Duke
Senior Creative



Maria Salcher
Producer



Rich Wisby
Editor



Tarryn Paul
Producer



Will Hammond
Editor



Arthur Briggs
Executive Producer



Oliver Atkinson
Managing Director



Dan Hankinson
Head of Post



Matt Alani
Head of Audio



Emily Lay
Executive Producer



Danielle Wilmot
Senior Creative



Jane Gregory
Producer



Neil Kanith
Animator



Raych Campbell
Senior Creative



Jo Busby
Producer



Chris Dudley
Animator

Team USA



Lexi Mounsey
Executive Producer



David Potvin
Producer



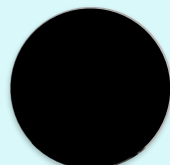
Fritz Polax
Production Coordinator



Aaron Fisher
Editor



Dan Duvall
Editor



Rachel Weinberg
Producer



Sybilla Harvey
Senior Creative



Cara Gordon
Filmmaker



Lydia Chan
Managing Director



Felicia Jamieson
Executive Producer



Kati Mazza
Producer



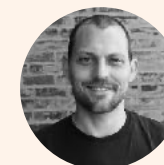
Madison Meyer
Editor



Phi Thi Thach
Producer



Sanica Apte
Producer



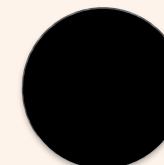
James Fair
Filmmaker



Darren Will
Editor



Efa Akutekha
Producer

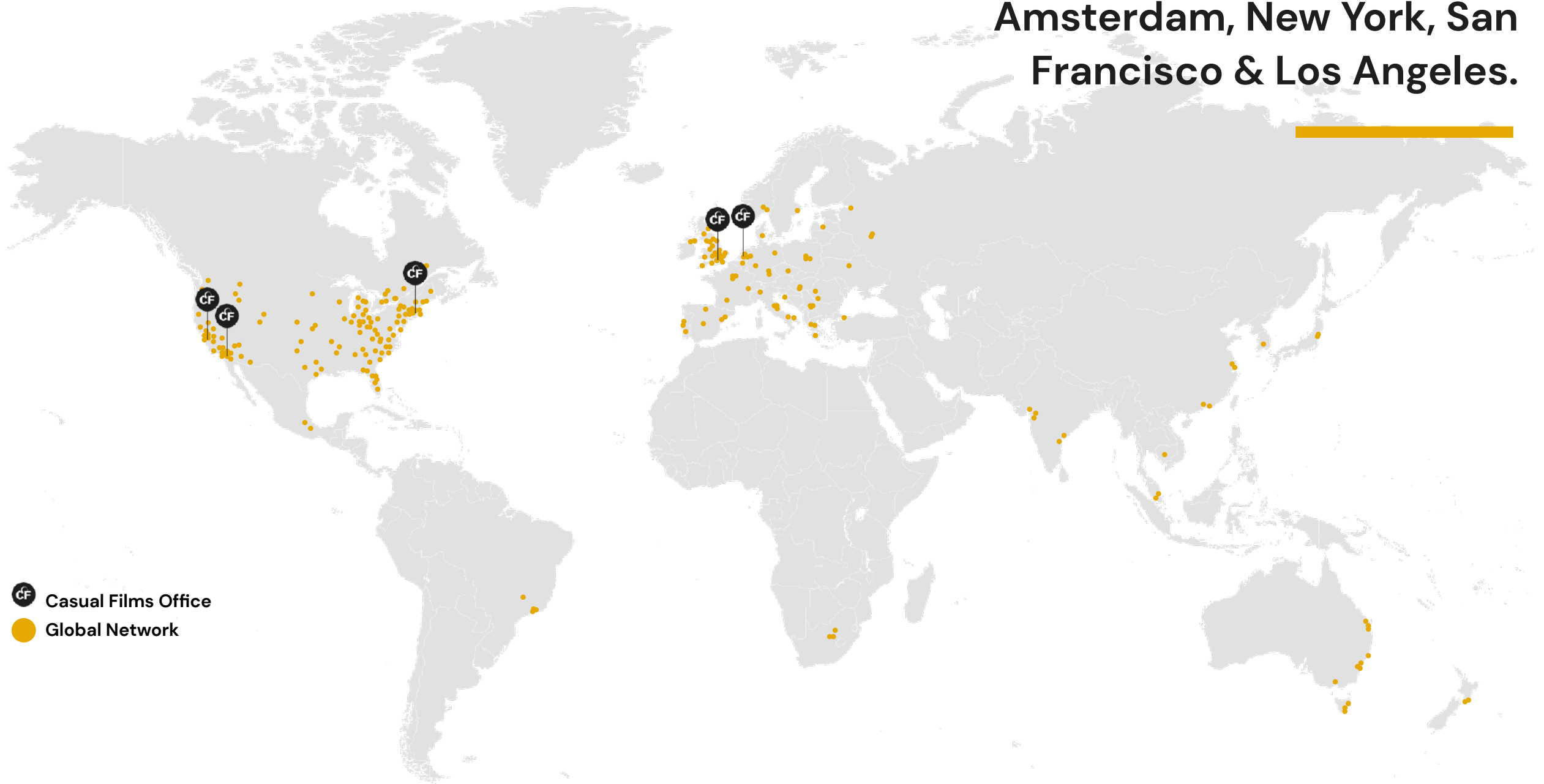




Brandon Berezo
Production Coordinator



Katie Wade
Senior Editor

**We operate out of London,
Amsterdam, New York, San
Francisco & Los Angeles.**



-  Casual Films Office
-  Global Network

..oh, and one last thing!



Trillion Trees is an inspired venture between Birdlife International, Wildlife Conservation Society and the WWF. Trillion Trees aims to replant and protect a trillion trees by the year 2050. It's a hugely ambitious goal but one which will go some way to reducing the amount of carbon in the atmosphere and creating a rich and vibrant natural world for the future.

For every project you commission, we'll contribute one tree to the Trillion Trees project on your behalf.

We call it **Produce One: Plant One.**



info@casualfilms.com

London

+44 (0)20 3411 8040

New York

+1 212 796 4933

San Francisco

+1 510 318 9033

Los Angeles

+1 510 318 9033

www.casualfilms.com